

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 5 : H04N 7/16, 7/173	A1	(11) International Publication Number: WO 94/14284 (43) International Publication Date: 23 June 1994 (23.06.94)
(21) International Application Number: PCT/US93/11708		(81) Designated States: AT, AU, BB, BG, BR, BY, CA, CH, CZ, DE, DK, ES, FI, GB, HU, JP, KP, KR, KZ, LK, LU, LV, MG, MN, MW, NL, NO, NZ, PL, PT, RO, RU, SD, SE, SK, UA, VN, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).
(22) International Filing Date: 2 December 1993 (02.12.93)		
(30) Priority Data: 07/991,074 9 December 1992 (09.12.92) US		
(71) Applicant: DISCOVERY COMMUNICATIONS, INC. [US/US]; 7700 Wisconsin Avenue, Bethesda, MD 20814-3522 (US).		
(72) Inventors: HENDRICKS, John, S.; 8723 Persimmon Tree Road, Potomac, MD 20854 (US). BONNER, Alfred, E.; 8300 Bradley Boulevard, Bethesda, MD 20817 (US). WUNDERLICH, Richard, E.; 290 Sweet Briar Court, Alpharetta, GA 30201 (US).		
(74) Agents: NOTO, Aldo; Dorsey & Whitney, 1330 Connecticut Avenue, N.W., Suite 200, Washington, DC 20036 (US) et al.		
(54) Title: REPROGRAMMABLE TERMINAL FOR SUGGESTING PROGRAMS OFFERED ON A TELEVISION PROGRAM DELIVERY SYSTEM		
(57) Abstract		
A novel reprogrammable set top terminal (220) for a television program delivery system (200) which suggests programs for viewing is described. The invention relates to methods and apparatus for reprogramming set top terminals (220), and selecting and displaying programs to suggest to subscribers for viewing. The invention is particularly useful in television program delivery systems (200) with hundreds of channels of programming, a menu driven program selection system, and a program control information signal which carries data and identifies the available program choices. Specifically, the invention relates to remote reprogramming of terminal memory and the gathering and analysis of data for selecting programs to suggest to a subscriber. The invention is a terminal which includes a means for receiving incoming signals, a processor (602), memory, and a means to generate menu screens for display on a TV or monitor. Various data gathering and analysis techniques are used to customize selection of programs for display on a menu.		
<pre>graph TD; A["GATHER INFORMATION ON OFTEN WATCHED PROGRAMS /238"] --> B["GATHER PERSONAL PROFILE INFORMATION /202"]; C["GATHER MOOD INFORMATION /206"]; D["RECEIVE PROGRAM CONTROL SIGNAL INFORMATION /226"]; B --> E["INTERPRET INTO PREFERRED PROGRAM INDICATORS /212"]; C --> F["INTERPRET INTO PREFERRED PROGRAM INDICATORS /214"]; D --> G["EXTRACT NEEDED INFORMATION FROM SIGNAL /230"]; E --> H["WEIGH INDICATORS /219"]; F --> H; G --> I["MATCHING ALGORITHM /222"]; H --> I; I --> J["DISPLAY MENU /234"];</pre>		